

PowerEdge Success Story



NORTH AMERICAN POWER SUPPLY OEM
COMPREHENSIVE MARKET ENTRY STUDY AND IMPLEMENTATION
SUPPORT

THE CLIENT

Our client is a **global power supply and protection OEM headquartered in the US** offering products across a wide range of applications. Their goal is to **enter the energy storage market** in the niches that are suitable to their company profile and overall growth/margin expectations.



THE PROJECT

PowerEdge engaged with the client after they had voiced an interest in the broader energy storage market and looking for opportunities and entry points into suitable segments. PowerEdge conducted a **comprehensive market entry study** as a basis for further decisions. The client decided to move forward with the implementation stage, which means taking suitable products to market. PowerEdge is engaged throughout the implementation process across the value chain to **support a successful product launch**.

THE CHALLENGE

The client already has products in the industrial EV charging market and wish to expand into stationary energy storage applications providing suitable power supply and protection products (e.g. fuses). The challenge for the client is internal bandwidth to put together a full business case and end-to-end strategy to succeed with this entry, which is where PowerEdge are supporting and providing knowledge across multiple functions.

THE RESULTS AND ROI

Entering the energy storage market presents an initial \$600 million SAM for our client, with potential for further expansion into additional segments and applications at a later stage. The first success criterion is defined as equipping customers in a way that enables them to be recognized as competitive players in the market.

TIMELINE 06/2024 - ON-GOING